

DEC Process Timeline

Introductory Work: *(April):*

- Who are DEC members?
- What do you want from this process?
- How will you work together?
- Tour of the Downtown

Learning about Downtown:

- DFP Director *(May)*
- City of FDL Development Director *(May)*
- WEDC - WI Main St. Program *(June)*
- DFP Board Members *(June)*

Discussion: How Can DEC Best Contribute to the Downtown? *(May)*

- Promote & Foster Ideas
- Define, create, & build landmarks
- Promote innovation
- Create gathering places
- Implement Strategy
- Create Activities
- Lead Change

Issue Framing by Asking Powerful Questions about the Downtown *(July)*

Areas of Focus Chosen:

- Promote & Foster Ideas
- Define, Create, & Build Landmarks
- Promote Innovation
- Create Gathering Places
- Implement Strategy

Small Group Discussions led to Two Main Questions *(August)*

- How do we make Downtown a welcoming destination for diverse users 24/7/365?
- How do we define our identity using the assets we already have? *How do we Fond do it Downtown?"*

DFP Market Analysis Review *(August)*

Committee Check-In with Facilitator *(September)*

Discussion and Consensus *(September):*

1. Support DFP Market Analysis

2. Give more detail and attention to specific recommendations that best answer DEC's 2 main questions

A. Support New Residential Development (1.5) (September):

- Additional Detail Added to address:
 - Define a finish line
 - Assessment
 - Promote ideas & feasibility to property owners
 - Promote Condo Platting
- Tool: Building Improvement Incentive Programs (2.2)
- Tool: Implement a Business Expansion Incentive Program (1.8)

B. Targeted Redevelopment of Priority/Opportunity Properties (1.4) (October):

- Additional Detail Added to address:
 - Asthetic
 - Vacancy
 - 24/7
 - Create Desired Uses
 - Draw

C. How can we further invest in cultural experiences and events in the Downtown? (October):

- Question consolidates these Market Analysis Recommendations:
 - Further Investment in the Arts & Entertainment District (1.10)
 - Improved Landscaping & Streetscape Amenities (2.12)
 - Photo Opportunities (3.5)
 - Temporary Interactive Amenities (3.3)
 - Public Art (2.13)
- Additional Detail Added to address:
 - Art
 - Draw/Experience
 - Events/Entertainment
 - Aesthetic
 - Cultural

Report Writing (November)

Present to City Council (December)